



PROGRAM : BACHELOR OF TECHNOLOGY
ENGINEERING: INDUSTRIAL

SUBJECT : **ENTREPRENEURSHIP IV**

CODE : **EIE 411**

DATE : WINTER SSA EXAMINATION 2015
23 JULY 2015

DURATION : (SESSION 2) 11:30 - 14:30

WEIGHT : 50: 50

TOTAL MARKS : 100

ASSESSOR : MR R P MUTYAVAVIRE

MODERATOR : Dr. K. RAMDASS

NUMBER OF PAGES : 3 PAGES

REQUIREMENTS : NIL.

INSTRUCTIONS TO STUDENTS

PLEASE ANSWER ALL QUESTIONS.

QUESTION 1

- 1.1 Discuss any five (5) managerial success factors critical to successful entrepreneurship. (10)
- 1.2 Identify and briefly explain any five (5) legal forms a small business can take in South Africa. (10)
- [20]

QUESTION 2

- 2.1 Entrepreneurial growth may be facilitated through business networking. Defend any five (5) potential benefits of networking to the business owner. (10)
- 2.2 The South African economy is desperately in need of new businesses. Appraise any five (5) factors that help create a conducive environment for the growth of small business. Motivate your answer. (10)
- [20]

QUESTION 3

- 3.1 Define a franchise as a business concept. (4)
- 3.2 Explain any four (4) key elements of franchising as a business concept. (8)
- 3.3 Discuss the major advantages of franchising within the emerging entrepreneurial sector? (8)
- [20]

QUESTION 4

- 4.1 A business plan is critically important in the operational management of a successful business venture. Discuss giving good reasoning. (20)

[20]

QUESTION 5

- 5.1 Distinguish any five (5) sources of short term finance available to the SMME sector. (10)

- 5.2 Provide a detailed appraisal of business incubation. How does this concept assist SMME's (10)

[20]

TOTAL = 100
